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Broadcasting Feb 20

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58th Year 1989

Up in arms over syndex

'At Large': Eddie Fritts

Monte Carlo: The TV show

Broadcasting Feb 20

Vol. 116 No. 8

Broadcasters protest anticipated syndex delay...

NAB and INTV jointly object to FCC's expected vote to put off effective date of commission's new syndicated exclusivity rules. **PAGE 27.**

News from Monte Carlo...

U.S.-West German production deals,

international program co-production top agenda at annual TV sales market in Monte Carlo. **PAGE 30.**

Standing up for broadcasting...

In this "At Large" interview with BROADCASTING editors, National Association of Broadcasters President Eddie Fritts talks about the issues affecting commercial radio and television and about how the NAB is responding to a present and planning for a future defined by change. **PAGE 42.**

29/**FOX SHAKEUP**
Fox Entertainment President Garth Ancier resigns. Former Lorimar Film Entertainment president, Peter Chernin, is tapped to head newly created Fox Entertainment Group.

32/**NEW RAB CHIEF**
Radio Advertising Bureau chooses veteran broadcaster Warren Potash to replace outgoing President and CEO Bill Stakelin.

38/**EDDIE MURPHY: TV PRODUCER**
Actor/comedian Eddie Murphy's three-year development deal with CBS could signal new, more adventurous, twist to CBS prime time comedy.

49/**NEW VARIABLE**
Television reps and clients search for ways to deal with compensation of unwired networks.

28/**MADDIE & DAVID ON LEAVE**
ABC's formerly top rated show *Moonlighting*, is placed on hiatus until April to make room for two new comedies.

40/**TEST MARKET**
MCA's WWOR(TV) Secaucus, N.J., is developing new programs which, like *The Morton Downey Jr. Show*, could be syndicated nationally if local test is successful.

46/**JUST TALK**
World of satellite-delivered talk radio services continues to grow as station operators look to potential of low maintenance, around-the-clock national talk/information programing alternatives.

58/**INTERNATIONAL VERSION**
Movietime licenses its original programing to Warner Bros. for international

MOVIE TIME

distribution and participation in new in-theater movie magazine.

59/**HDTV OBSTACLES**
ATS systems subcommittee members say mid to late 1991 is most optimistic estimate for when new high-definition or enhanced-definition TV transmission standard could be recommended to FCC.

79/**MAKING COUNTRY COOL**
As vice president and general manager of The Nashville Network, David Hall has kept straight course, battling, as he says, "good old boy" image of country life-style service and convincing skeptical of TNN's broad-based appeal.

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Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C. and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions: U.S. and possessions: one year $70, two years $135, three years $190. Canadian and other international subscribers add $20 per year. U.S. and possessions $235 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* $115, *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

tor is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress which is virtually identical to Bryant's bill.

Crossownership

Telco-cable—FCC tentatively concluded by 2-1 vote in July 1988 to recommend that Congress lift crossownership ban on telephone companies providing cable television service in their telephone service areas, and proposed loosening its rules to allow some telcos to own minority interest in or finance cable systems in their service areas.

However, FCC may not be able to affirm decision calling for repeal of ban. Commissioner James Quello issued statement Jan. 13, saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Dennis, who voted against "tentative conclusion," continues to feel ban against telcos controlling programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

In comments on the "tentative conclusion," telco industry, along with National League of Cities and six major motion picture studios, supported FCC initiatives, but cable operators, led by National Cable Television Association, strongly opposed them.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, barriers to such BOC crossownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's' arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Direct Broadcast Satellites

■ Eight applicants to launch Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds will make possible direct-to-home television reception by consumers owning affordably small receiving dishes. Most of those applicants agree on need to bring together "business system," including consumer equipment manufacturers, programers and cable operators, latter as likely retailers to home market.

HBO parent company, Time Inc., in last quarter of 1988, 'wrote down' value of HBO-GE Americom two-satellite DBS co-venture, Crimson Satellite Associates, by $35 million—third of original value. HBO already provides Ku-band feeds of its programing via Satcom K-1. K-3, and eventually K-4, would serve both cable and direct-to-home markets. Crimson has asked that FCC reconsider denied request to increase K-3 power from 45 watts to 60 watts (considered minimum power necessary to reach mass-marketable four-foot receiving dishes). Denial could be death blow to Crimson plans.

Hughes Communications has filed comments opposing FCC proposal to assign pairs of DBS slots—one east, one west, each serving only half of U.S.—to create most efficient use of spectrum. Hughes proposes 32 channels of TV to entire nation via two birds at one orbital position beginning in 1992 "timeframe." It believes 200-watt DBS birds will enable reception of video programing by affordable one-foot downlinks, thereby expanding consumer home satellite market well beyond current two million. With applicant comments split on paired slots proposal, FCC staff expect review of comments and replies to take "several months" and do not discount possibility that, due to spectrum shortage, comparative process may have to be devised.

FCC extension granted late last year gave Dominion Video Satellite and Hubbard Broadcasting's United States Satellite Broadcasting—among those granted permits with six-year expirations in December 1982—four more years—until Dec. 4, 1992.

High-Definition TV

■ Feb. 23 has been set for House Telecommunications Subcommittee hearing to discuss issues raised in "action memos" received Feb. 1 from several broadcasting and high technology organizations. Major difference of opinion exists between Electronic Industries Association, which emphasized reduction of

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's ‡	TOTAL *
Commercial AM	4,929	288	5,197
Commercial FM	4,141	639	4,780
Educational FM	1,369	260	1,629
■ Total Radio	10,439	1,187	11,626
FM translators	1,650	428	2,078
Commercial VHF TV	545	21	566
Commercial UHF TV	508	228	736
Educational VHF TV	119	7	126
Educational UHF TV	216	31	247
■ Total TV	1,388	287	1,675
VHF LPTV	126	163	289
UHF LPTV	329	1,196	1,525
■ Total LPTV	455	1,359	1,814
VHF translators	2,722	102	2,829
UHF translators	2,110	356	2,456

CABLE†

Total subscribers	48,637,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	53.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ‡ Construction permit.

MBWA and focused on the concept as a management/leadership style.

As Mr. Paskus notes, when I started dropping into every office and studio at least once a day, and usually more often, the staff was suspect of my motives. They reported that my predecessors (of which there were several in a short span of time) all followed the same pattern of spending each day in their office—frequently behind closed doors—except for trips to the men's room and lunch.

I credit the MBWA approach to leadership with playing a major role in this "kid from the country" being able to come into the big Number One city and, together with the rag-tag staff I inherited, assemble a team effort that was able to move the station from number 23 to number 5 in the Arbitron ratings in seven months, without the support of outside promotion.

Yes, Management By Walking Around works. I've seen no other method that can equal it. Thanks for giving it a fresh exposure.—*Marlin R. Taylor, managing director, The Ali Mar Organization Ltd., Doylestown, Pa.*

Begs to differ

EDITOR: In the Jan. 23 "Monday Memo", Reese Schonfeld says: "The stories we covered in the *Crimewatch Tonight* pilot also ran in *Vanity Fair*, the *Los Angeles Times* and the *Omaha World-Herald*."

During the *CBS Evening News* report on "reality-based" television, Maury Povich offered that *A Current Affair* reported on

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The Fifth Estate

Broadcasting incorporating **TELEVISION**

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Broadcasting Publications Inc.
A Times Mirror Business Publication

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Founded 1931. Broadcasting-Telecasting® introduced in 1946. Television® acquired in 1961. Cablecasting® introduced in 1972. ® Reg. U.S. Patent Office.

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most irreverent of which is a *Holiday on Ice* parody called *Gandhi on Ice* ("You'll thrill as that anorexic imp of India skates his way into your heart and consciousness").

According to McClafferty, CBS has encouraged EMTE to challenge the normal standards of prime time comedy.—"They want us to reach," he said. "They've given us unlimited creative flexibility."

And, with *Alan*, at least, it seems to have paid off. Both the production company and CBS see a potential series emerging from the project, depending on the ratings for the special. But the ratings aside, "there are several opportunities for a series within this special," said Flack.

The second EMTE project in the works is a series commitment based on Murphy's box office hit, "Coming To America." "Coming to America" is a nine-episode pick-up that will start production as soon as the lead is cast. McClafferty was scheduled to show CBS a candidate late last week. "If they like him, we go into immediate production on the show," he said. It could be ready in time for late mid-season, he said.

Other current projects include a Christmas-time made-for-TV movie that Paramount Domestic Television will syndicate for December. This summer, the company will distribute through Paramount Home Video a series called *Saturday Night Live: The Best of Eddie Murphy*, culled from footage of his five seasons with the program (1980-85).

At the time EMTE signed its deal with CBS, the company had a pilot commitment with NBC, which has since been scrubbed. Why CBS? "They were wide open to change," said McClafferty. □

'Citizen's' arrest

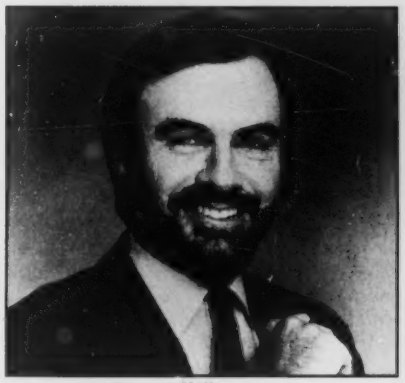
Rosebud will continue to burn in black and white, as Turner Entertainment Co. announced February 14 it has "discontinued preparation" for the colorization of *Citizen Kane*. "While a court test might uphold our legal rights to colorize the film," said Roger Mayer, Turner Entertainment Co. President, "provisions of the contract between RKO Pictures, Inc. and Orson Welles and his production company, Mercury Productions, Inc., could be read to prohibit colorization without permission of the Welles Estate."

Mayer told BROADCASTING that the decision not to colorize the Welles film was "indefinitely postponed." He also said it was possible Turner Entertainment would colorize *The Magnificent Ambersons*, Welles' second film, but not without first examining the "creative and legal" aspects of such a decision.

Kelly to head development for Paramount's Revcom co-venture

Frank Kelly has been promoted to executive vice president, programing and development, Paramount Domestic Television. Kelly, who had been senior vice president, takes on the added responsibility of overseeing development of the mini-series and made-for-TV-movie product from Paramount's joint programing venture with the Paris-based Revcom, and continues to oversee programing and program development of all first-run, cable and pay television for Paramount.

The company's first co-venture with Revcom, *Not a Penny More, Not a Penny Less*, based on the Jeffrey Archer best seller of the same name, will start production in 60-



Kelly

'Dove' pulls CBS up the ladder

CBS tied with NBC for first place in week 21 (ended Feb. 12), aided by the unexpectedly high ratings for the four-part mini-series *Lonesome Dove*. *Dove* now ranks 14th on the all-time mini-series list.

For the week, both NBC and CBS scored a 16.7 rating/25.9 share. ABC closed out the week with a 12.8/19.8. NBC managed, just barely, to keep CBS from winning all three nights on which *Dove* aired.

NBC took Monday away from CBS by running special broadcasts of *Cosby*, *Golden Girls*, *Empty Nest*, *Cheers* and *Night Court*. This strategy gave NBC a Monday average of 20.4/29—a slim 0.1 rating point ahead of CBS's 20.3/29.

Tuesday went to CBS with a 19.9/29.7 evening average. *Dove* pulled in a 24.8/37 that night to rank fourth for the week.

Wednesday was a 22.2/33.3 win for CBS, as well as the concluding night for *Dove*, which garnered a 27.3/41 to take the number-one position for the week.

Thursday night's averages are lower than usual, due to the broadcast of President Bush's speech to Congress. For the night, NBC pulled in a 22.0/34.9. CBS had a 12.1/19.1, while ABC had a 5.6/9.1.

Friday was ABC's first, and only, win for the week, managing a 14.3/24.3, over both CBS's and NBC's 12.2 rating.

Saturday went to NBC's 19.5/33.6. CBS had an 8.5/14.6 while ABC had an 8.4/14.1.

CBS took Sunday with an 18.8/28.9, primarily on the strength of *60 Minutes*' 24.4/39 and *Murder, She Wrote*'s 22.2/33.

Nielsen		Net	
1	27.3/41	C	CBS Wednesday Movie
2	27.1/41	N	Cosby Show
3	25.6/37	N	Cosby Show, special
4	24.8/37	C	CBS Tuesday Movie
5	24.7/35	A	Roseanne
6	24.4/39	C	60 Minutes
7	24.3/37	N	Different World
8	23.8/34	C	CBS Monday Movie
9	23.8/39	N	Golden Girls
10	22.8/32	N	ALF
11	22.3/34	A	Who's the Boss?
12	22.2/33	C	Murder, She Wrote
13	21.8/30	N	Golden Girls, special
14	21.0/35	N	Empty Nest
15	19.9/30	N	NBC Sunday Movie
16	19.6/36	N	Hunter
17	18.9/26	N	Empty Nest, special
18	18.1/27	N	Matlock
19	18.0/28	A	Growing Pains
20	17.5/28	A	ABC Sunday Movie
21	17.5/29	N	Amen
22	17.5/26	N	Unsolved Mysteries
23	17.3/26	A	Head of the Class
24	17.3/25	N	Cheers, special
25	16.5/29	N	L.A. Law
26	16.3/23	A	ABC Mystery Movie
27	16.0/26	A	Full House
28	15.7/24	N	Night Court, special
29	15.6/27	N	227
30	15.5/22	N	In the Heat of the Night
31	15.4/25	C	Dallas
32	14.7/25	A	Perfect Strangers
33	14.7/21	C	Kate and Allie
34	14.5/25	C	Knots Landing
35	14.4/26	A	20/20
36	14.3/22	C	CBS Monday Movie
37	14.0/23	N	Father Dowling Mysteries
38	13.9/20	A	Wonder Years
39	13.5/19	A	Moonlighting
40	13.5/22	A	Mr. Belvedere
41	13.3/20	N	Family Ties
42	13.2/19	A	MacGyver
43	13.2/20	N	Midnight Caller
44	13.0/21	A	Just the Ten of Us
45	12.6/19	A	thirtysomething
46	12.5/20	C	Pres. Bush to Congress, analysis
47	12.5/22	C	Falcon Crest
48	12.1/18	C	Paradise, special
49	12.0/18	F	Married...With Children
50	11.8/17	N	Day by Day
51	11.7/17	C	Newhart
52	11.7/17	N	My Two Dads
53	11.6/18	N	Nightingales
54	11.4/17	A	Hooperman
55	11.4/17	F	America's Most Wanted
56	11.4/19	N	Miami Vice
57	11.1/20	N	Unsub
58	10.7/16	C	48 Hours
59	10.2/16	N	Magical World of Disney
60	10.0/15	C	Tour of Duty
61	9.8/16	A	Mission: Impossible
62	9.7/16	A	Man Called Hawk
63	9.4/15	A	China Beach
64	9.2/15	C	This is America, C. Brown, part 5
65	8.8/15	C	Dolphin Cove
66	8.8/16	C	West 57th
67	8.4/14	C	Cathy's Valentine
68	8.1/13	F	21 Jump Street
69	7.9/13	C	Smothers Brothers Variety
70	7.8/12	A	ABC Sunday Movie
71	7.0/12	A	Dynasty
72	5.6/10	A	Murphy's Law
73	5.2/8	F	Garry Shandling's Show
74	5.0/8	A	Fine Romance
75	4.7/8	F	Reporters
76	4.5/7	F	Tracey Ullman Show
77	3.6/6	F	Duet
78	2.9/5	F	Beyond Tomorrow

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